

CLAIMS

1. A method of commercialising an invention, the method comprising the steps of:
- 5 a) identifying and protecting any intellectual property associated with the invention;
- b) developing a prototype of a commercial product based on the invention;
- c) identifying and / or developing potential markets
10 for the product;
- d) determining a preferred route to market for the product;
- e) if the preferred route to market includes licensing the invention to a third party, then negotiating an
15 appropriate license deal based on the results of steps a) to c), and terminating the method;
- f) if the preferred route to market includes creating a spin out company, developing a business plan for the spin out based on the outcomes of steps a) to c); recruiting a
20 management team for the spin out, and identifying and approaching potential investors; engaging with selected investors; and launching the spin out company.
2. The method of claim 1, wherein step a) further
25 comprises the step of acquiring complementary intellectual properties associated with the invention.
3. The method of either of claims 1 or 2, wherein the steps are performed in parallel, but with staggered
30 commencements.
4. The method of claim 3, wherein steps a) to d) are commenced first, while steps e) to f) are commenced subsequently.
- 35 5. The method of claim 4, wherein step a) is commenced shortly before steps b) and c).

6. The method of any preceding claim, further comprising the step of terminating the method in the event that any of the steps a) to f) do not provide satisfactory production or commercial results.

7. The method of any preceding claim, further comprising the step of revising any of the steps that do not appear to be performing satisfactorily.

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8. The method of any preceding claim, wherein step a) includes the step of identifying possible future developments of the invention which may lead to further intellectual property.

9. The method of any preceding claim, wherein the development of a prototype or end user product includes the steps of designing a prototype or end user product, and production of a prototype or end user product.

10. The method of any preceding claim, further comprising the step of appointing a human project manager to oversee the ipr-commercialisation method.

11. The method of any preceding claim, further comprising the step of preparing periodic project plans prior to commencing the remainder of the steps of the method.

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12. The method of any preceding claim, wherein the implementation of any or all of steps a) to f) of the method is modified throughout the period of implementation to take account of outcomes of any or all of the remaining steps of the method.

13. The method of any preceding claim, wherein certain of

the steps or parts of steps of the method are performed by third parties.

14. The method of any preceding claim further comprising the step of providing a database containing templates of documents that may be needed to complete the steps.

15. A system for use in commercialisation of intellectual property rights, the system comprising:

10 data storage means including data structures representing templates for documents for use in commercialisation of intellectual property rights;

data processing means in communication with the data storage means, for retrieving and manipulating the data structures;

15 input means for inputting data and commands to the data processing means; and

output means for outputting manipulated data structures from the data processing means.

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16. The system of claim 15, wherein the output means comprises a remote communications link to one or more further data processing means.

25 17. The system of either of claims 15 or 16, wherein a plurality of data processing means and input means are provided.

30 18. The system of any of claims 15 to 17, further comprising means for real time communication between data processing means; for example, videoconferencing, internet or intranet telephony, text-based messaging, or the like.

35 19. The system of any of claims 15 to 18, further comprising non-real time communication means, such as email or webmail facilities;

20. The system of any of claims 15 to 19, further comprising access regulation means, for example, system privileges, password protection, or the like, to permit authorised users different levels of access to data structures for some or all of the duration of a project.

21. The system of any of claims 15 to 19, wherein the data structures are selected from one or more of : project plans, invention disclosure forms, licence agreements, business plans, contracts for outside suppliers, and the like.

22 A project management tool, the tool comprising:
data storage means including data structures representing templates for documents for use in management of a project;
data processing means in communication with the data storage means, for retrieving and manipulating the data structures;
input means for inputting data and commands to the data processing means; and
output means for outputting manipulated data structures from the data processing means.

23. A computer program or programs for administering a procedure comprising a number of discrete yet interacting activities, the computer program comprising:
computer code for displaying and allowing user selection of a plurality of clients;
computer code for displaying and allowing user selection of a plurality of projects associated with a selected client;
computer code for displaying and allowing user selection of a plurality of activities associated with a selected project;
computer code for displaying and allowing user selection of a plurality of documents associated with a

selected activity; and

computer code for allowing user selection of a document, and display of a selected document.

- 5 24. The computer program of claim 23, further comprising computer code for flagging particular documents to allow user selection of those documents only when certain other documents have been previously flagged.
- 10 25. The computer program of either of claims 23 or 24, wherein the computer program is provided in the form of a computer program product comprising computer code stored on a suitable data carrier.
- 15 26. The computer program of any of claims 23 to 25, wherein the computer program is provided in the form of computer code transmitted as data over an electromagnetic communications network.
- 20 27. The computer program of any of claims 23 to 26, wherein the code for displaying and allowing user selection of comprises code for displaying and allowing user selection of clients, projects, activities or documents hyperlinks, with brief details of each client, project, activity or document being displayed, while the user selects a particular hyperlink to display the next client, project, activity or document in the hierarchy.
- 25 28. The computer program of any of claims 23 to 27, further comprising a conventional hyperlink navigation tool.
- 30 29. The computer program of any of claims 23 to 27, further comprising a dedicated hyperlink navigation tool.
- 35 30. The computer program of any of claims 23 to 28, further comprising computer code defining participants in a

particular activity, and computer code for permitting a user to write messages to be communicated to any or all participants in that activity.

5 31. The computer program of any of claims 23 to 30, further comprising computer code for retrieving document templates from a data store.

10 32. The computer program of any of claims 23 to 31, further comprising computer code for displaying the progress of the activities to a user.

15 33. The computer program of any of claims 23 to 32, further comprising computer code for displaying information regarding any of the clients, projects, activities or documents.

20 34. The computer program of claim 33, wherein the information is displayed simultaneously with display of the client, project, activity or document itself.

25 35. The computer program of claim 33, wherein the information is displayed separately, for example in a separate subscreen from the client, project, activity or document itself.

30 36. A computer program for providing a user interface for administering a procedure comprising a number of discrete yet interacting activities, the computer program comprising:

computer code for displaying and allowing user selection of a plurality of clients;

35 computer code for displaying and allowing user selection of a plurality of projects associated with a selected client;

computer code for displaying and allowing user selection of a plurality of activities associated with a

selected project;

computer code for displaying and allowing user selection of a plurality of documents associated with a selected activity; and

5 computer code for allowing user selection of a document, and display of a selected document.

37. The computer program of claim 36, further comprising computer code for allowing user editing of a selected
10 document.

38. The computer program of either of claims 36 or 37, further comprising computer code for allowing user communication with further users.

15 39. A computer program for configuring an administration procedure for administering a number of discrete yet interacting activities, the computer program comprising:

20 computer code for allowing user definition of a plurality of activities to be administered;

computer code for allowing user definition of a plurality of documents associated with each defined activity; and

25 computer code for allowing user selection of a document, and display of a selected document.

40. The computer program of claim 39, further comprising computer code for defining a default set of activities, and/or a default set of documents associated with a
30 particular activity.

41. The computer program of either of claims 39 or 40, further comprising computer code for allowing user definition of a plurality of stages associated with each
35 defined activity, and the sequence of the stages.

42. The computer program of any of claims 39 to 41,

further comprising computer code for allowing user definition of a plurality of projects, each of which comprises a number of activities.

- 5 43. The computer program of any of claims 39 to 42, further comprising computer code for allowing user definition of a plurality of clients, each of which may comprise a number of projects.
- 10 44. The computer program of any of claims 39 to 43, further comprising computer code for allowing user definition of a plurality of participants to be associated with activities, documents, and the like.
- 15 45. A method of managing preset and bespoke projects efficiently within a collaborative environment that utilises intranets and or the internet to convey data and messages.
- 20 46. A method of commercialising intellectual property, the method comprising the steps of:
- a) identifying and protecting any intellectual property associated with the invention and where commercially desirable the augmentation of such
 - 25 intellectual property starting position ;
 - b) developing a prototype of a commercial product based on the invention and/or actual commercial products;
 - c) identifying and / or developing potential markets for the product;
 - 30 d) determining a preferred route to market for the product;
 - e) if the preferred route to market includes licensing the invention to third parties, then negotiating appropriate license deals based on the results of steps a)
 - 35 to d), and terminating the method;
 - f) if the preferred route to market includes creating a spin out (i.e. new) company, developing a business plan

for the spin out company based on the outcomes of steps a) to d); recruiting a management team for the spin out, and identifying and approaching potential investors; engaging with selected investors; and launching the spin out
5 company.